

CITY OF BURBANK

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general direction, to manage, oversee, and perform professional work in the development and application of economic development projects and programs; and perform related work as required.

ESSENTIAL FUNCTIONS

Supervises assigned economic development projects in conjunction with organizational goals; plans, designs, coordinates, implements, promotes, and oversees assigned programs, projects, and initiatives in economic development; develops and implements program goals, objectives, policies, procedures, and priorities; develops strategies to achieve economic development goals; provides information and staff support in the creation of economic development marketing plans; conducts research and prepares statistical reports; identifies innovative ways to attract additional commercial and retail businesses to the City and ways to retain and/or expand existing businesses; supervises, trains, and evaluates employees; administers consultant contracts; makes recommendations regarding hiring, promotions, and transfers; recommends disciplinary action as needed, up to including termination; meets and works with professional and public groups; makes public presentations on economic development matters; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of – the principles, practices, and techniques of economic development budgeting; operational characteristics, services, and activities of business development programs; economic development principles and practices; marketing techniques and tools; pertinent federal, state, and local laws pertaining to economic development; proper English usage, spelling, grammar, and punctuation; the principles and practices of sound personnel management and supervision.
- Skill in – managing and overseeing large scale economic development projects for a city, county, or state.
- Ability to – implement goals, objectives, and practices for providing effective and efficient business development programs and services; provide input on economic development marketing plans and programs; manage, implement, and analyze various economic development budgets; make oral presentations; communicate effectively, both orally and in writing; interpret and apply federal, state, and local policies, procedures, laws, and regulations; manage, coordinate, and oversee economic development projects within a city, county, or state; implement and develop strategic, jurisdiction-wide economic development strategies; work independently, with minimal supervision and direction; establish and maintain effective working relationships with City officials, supervisors, fellow employees, and the public.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to graduation from an accredited college or university with a degree in public administration, business administration, economic development, marketing, or closely related field and three years of progressively responsible experience in marketing, business retention, expansion and attraction, and/or economic development, including at least one year of employee supervisory experience within the last 24 months, at time of application. NOTE: A Master's Degree in economic development, marketing, or closely related field may be substituted for one year of the required work experience.

License & Certificates: A valid California Class "C" driver's license or equivalent required at time of appointment.

SUPPLEMENTAL INFORMATION

None.